

## 2020 Census Operations

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# Local Update of Census Addresses Update

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# Local Update of Census Addresses

## Background:

- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)
- Implemented in the support of the 2000 Census and refined to support the 2010 Census
- Provides a voluntary opportunity for designated representatives of tribal, state and local governments to review and comment on the addresses used to conduct the decennial census

## What's New for 2020 LUCA:

- **Offers** streamlined participation – Full Address List Review
- **Provides** the digital address list in convenient standard software formats
- **Includes** ungeocoded address records for state and county participants
- **Requires** residential multiunit structure identifiers (e.g., Apt 1, Unit A2, #3001, etc.)
- **Includes** residential structure coordinates, if available
- **Allows** participants to submit residential structure coordinates, if available
- **Allows** participants to submit non-city style addresses with corresponding map spot

# Local Update of Census Addresses

## Where are we Now?

- ✓ Completed the Advance Notice mailing
- ✓ Opened the LUCA Geographic Programs Support Desk
- ✓ Posted address block count lists on the LUCA website
- Preparing to create the LUCA materials and process the returns
- Refining processes to match LUCA records to MAF/TIGER System
- Developing training and user materials for partners

# Local Update of Census Addresses

## Address Count List

### How Can I Review The Address Block Counts for My Entity?

The 2020 Census LUCA Address Block Count files are available for download from our FTP site. Please select American Indian Areas, a state, the District of Columbia or Puerto Rico from the menu below. For the states, DC and PR, after you select your state, click on the folder of your entity type (county, place, or mcd for Minor Civil Divisions) or use the Address Block Count List Locator file to determine which folder your entity's Address Block Count file is stored in. More information about [opening and saving your file as a Microsoft Excel file](#). [PDF]

Select AIA or a State ▼

GO

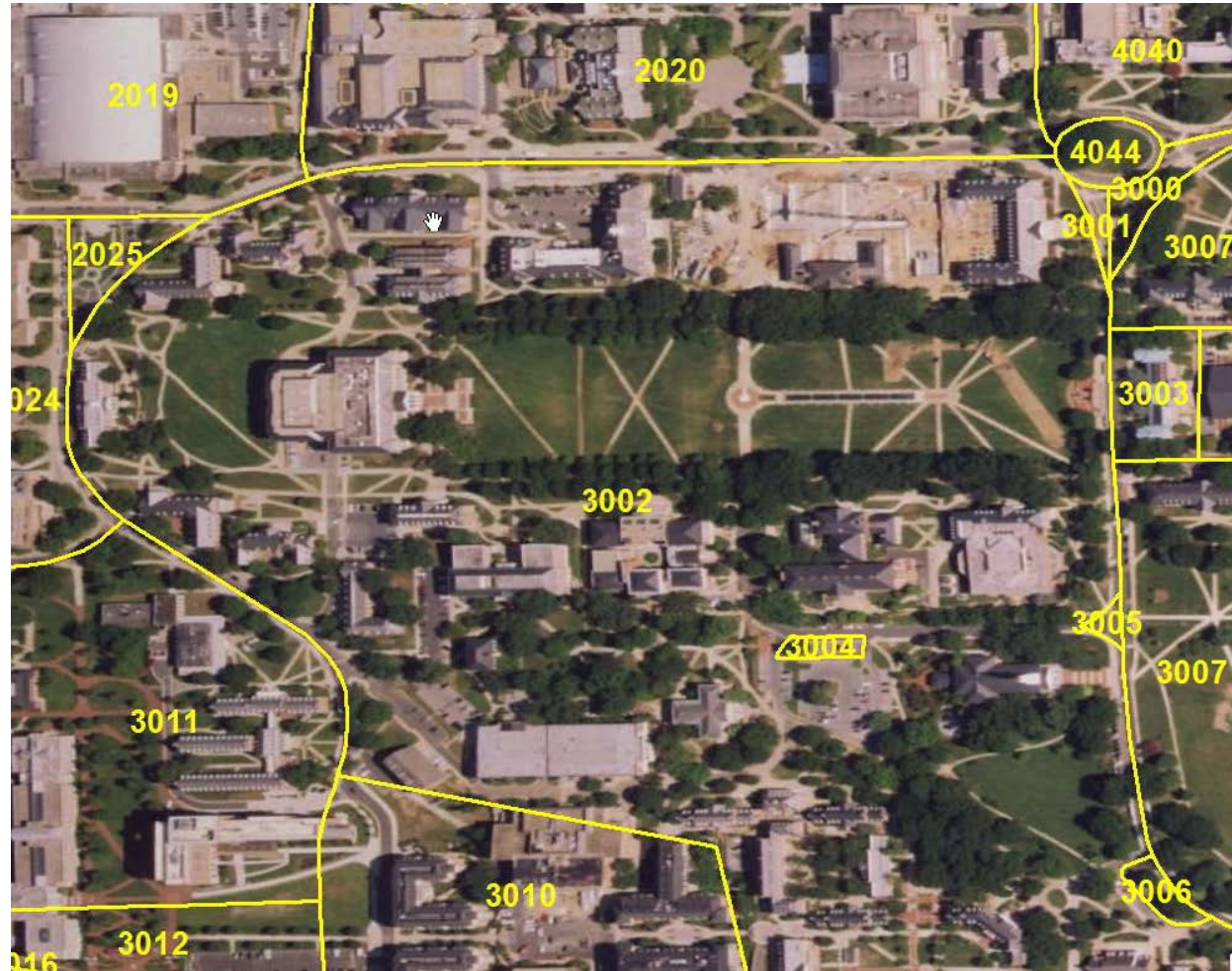
To view your Address Block Counts on a map, download the **block** layer [2016 TIGER/Line shapefiles](#) for your state and follow the instructions for [Joining Census Data to TIGER/Line Shapefiles](#) [PDF].

State	County	Tract	BLOCK	BLOCK_GEOID	Total Residential	Total Group Quarters
24	033	8072.00	1036	240338072001036	17	0
24	033	8072.00	3001	240338072003001	0	0
24	033	8072.00	3002	240338072003002	0	18
24	033	8074.05	3046	240338074053046	0	0
24	033	8074.05	3047	240338074053047	6	0
				TOTAL	343,337	450

<https://www.census.gov/geo/partnerships/luca.html>

# Local Update of Census Addresses

## Shapefiles/TIGERweb



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# Local Update of Census Addresses

## Geocoder Tool

- Current tool can process as many as 10,000 addresses at a time
- Alternate path for partners submitting more than 10,000 addresses at a time

Input Address	Match	Match Type	Lat/Long	Tiger/Line ID	Side	State	County	Tract	Block
101 Marietta Street NW Suite 3200, Atlanta, GA, 30303-2700	Match	Exact	-84.39224,33.756588	17344104	R	13	121	11900	2015
101 Marietta Street, Suite 3200, Atlanta, GA, 30303-2700	Match	Non_Exact	-84.39224,33.756588	17344104	R	13	121	11900	2015
1111 W. 22nd Street Suite 400, Oak Brook, IL, 60523-1918	Match	Exact	-87.94587,41.84698	112548696	L	17	043	844601	1072

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# Local Update of Census Addresses

## Non-City Style Addresses

### Acceptable with map spots:

- Location Description
- Rural Route
- Highway Contractor Route

### Not Acceptable:

- Post Office Boxes



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# Local Update of Census Addresses

## Schedule

Activity	Date	
Advance notice mailed to Highest Elected Officials, Tribal Chairs, Governors, and other LUCA contacts	January 2017	✓
LUCA promotional workshops begin	March 2017	✓
LUCA invitation and registration materials mailed to Highest Elected Officials, Tribal Chairs, and Governors	July 2017	
LUCA training workshops begin	October 2017	
Participants review and update the Census Bureau's address list	February – April 2018	
Process LUCA submissions	February – September 2018	

Questions?

# 2020 Census Language Program

**Jennifer Kim**

Decennial Census Management Division

# 2020 Census Language Program

## Overview

- Identify ways to reduce language barriers for respondents of Limited English Proficiency (LEP)
- Determine the optimal level of support in non-English languages for LEP households completing the 2020 Census
- Optimize the non-English content of questionnaires and associated non-questionnaire materials across data collection modes and operations
- Ensure cultural relevancy and meaningful translation of 2020 Census questionnaires and associated non-questionnaire materials

# 2020 Census Language Program

## Mid-Decade Research on Language/Translation Services

### Research and Testing

- Establishment National Advisory Committee Working Group on Language and feedback on non-English operations/materials
- Monitoring of language trends at the national, regional, and state levels
- Deployment of language services: 2014, 2015, 2016, 2017 Census Tests, 2015 National Content Test, 2018 End-to-End Census Test
- Ongoing cognitive/usability testing of non-English instruments and materials

### Consultations

- Consultations with federal agencies and their translation/interpretation staff
- Participation in meetings with leading industry professionals
- Review of resources provided by other federal agencies

# Innovations for 2020

## Expansion of Translation Effort and Multilingual Research

### Creation of a Translation Branch

- In-House Translation, Project/Contract Management, Terminology/Translation Research
- Adhere to translation practices as described in ASTM F2575 – *Standard Guide for Quality Assurance in Translation*
- Follow professional standards for terminology research and documentation

### Multilingual Research

- Usability and cognitive testing of non-English data collection instruments and materials
- Feedback from respondents on translated wording
- Respondents of diverse education levels, household compositions, demography, geography, level of English proficiency



# Innovations for 2020

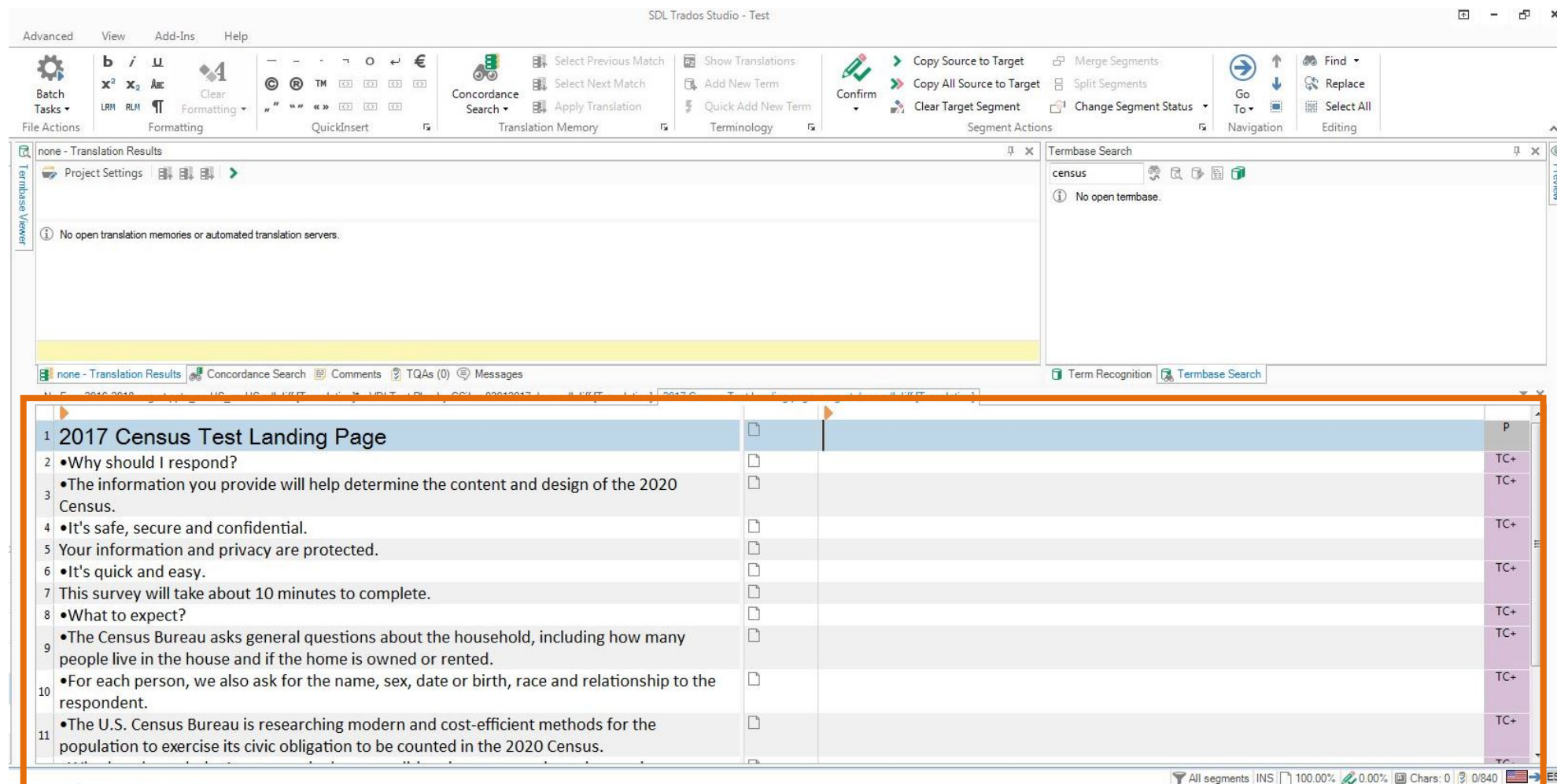
## Translation Memory (TM)

Computer program that helps translators compare new text to previously translated text to increase their consistency, quality, and efficiency

- Automatically searches all previously translated text and provides matches to translators
- Increases style and terminology standardization
- Saves translators time researching previous translations and facilitate version control
- Not to be confused with online machine translation engines

# Innovations for 2020

## TM: Translation (Example)



# Innovations for 2020

## TM: Translation Revisions (Example)

Project Settings

Everybody must take No FEAR Act training within 120 days of appointment and on a subsequent period of every 3 years.

1

~~Every employee~~Everybody must take No FEAR Act training within 90 days of appointment and on a subsequent ~~cycle~~period of every ~~two~~3 years.

86%

Cada empleado debe cursar la capacitación de la Ley No FEAR a 90 días o menos de haber sido asignado a su puesto y en un ciclo subsiguiente de cada dos años.

Translation Studio - Project 5

Editor

Project Settings

Translation Results

1

Everybody must take No FEAR Act training within 120 days of appointment and on a subsequent period of every 3 years.

2

Cada empleado debe cursar la capacitación de la Ley No FEAR a 90 días o menos de haber sido asignado a su puesto y en un ciclo subsiguiente de cada dos años.

3

No FEAR Act

2/13/2017 11:44:25 AM 80C/usa004

Sample Updated Texts: [Translation]

Introduction

This training will familiarize you with the No FEAR Act and how it relates to you as a Commerce collaborator.

Everybody must take No FEAR Act training within 120 days of appointment and on a subsequent period of every 3 years.

This training module takes about 45 minutes to complete.

Introducción

Esta capacitación lo familiarizará con la Ley No FEAR y con cómo se relaciona a usted como empleado del Departamento de Comercio.

Cada empleado debe cursar la capacitación de la Ley No FEAR a 120 días o menos de haber sido asignado a su puesto y en un ciclo subsiguiente de cada dos años.

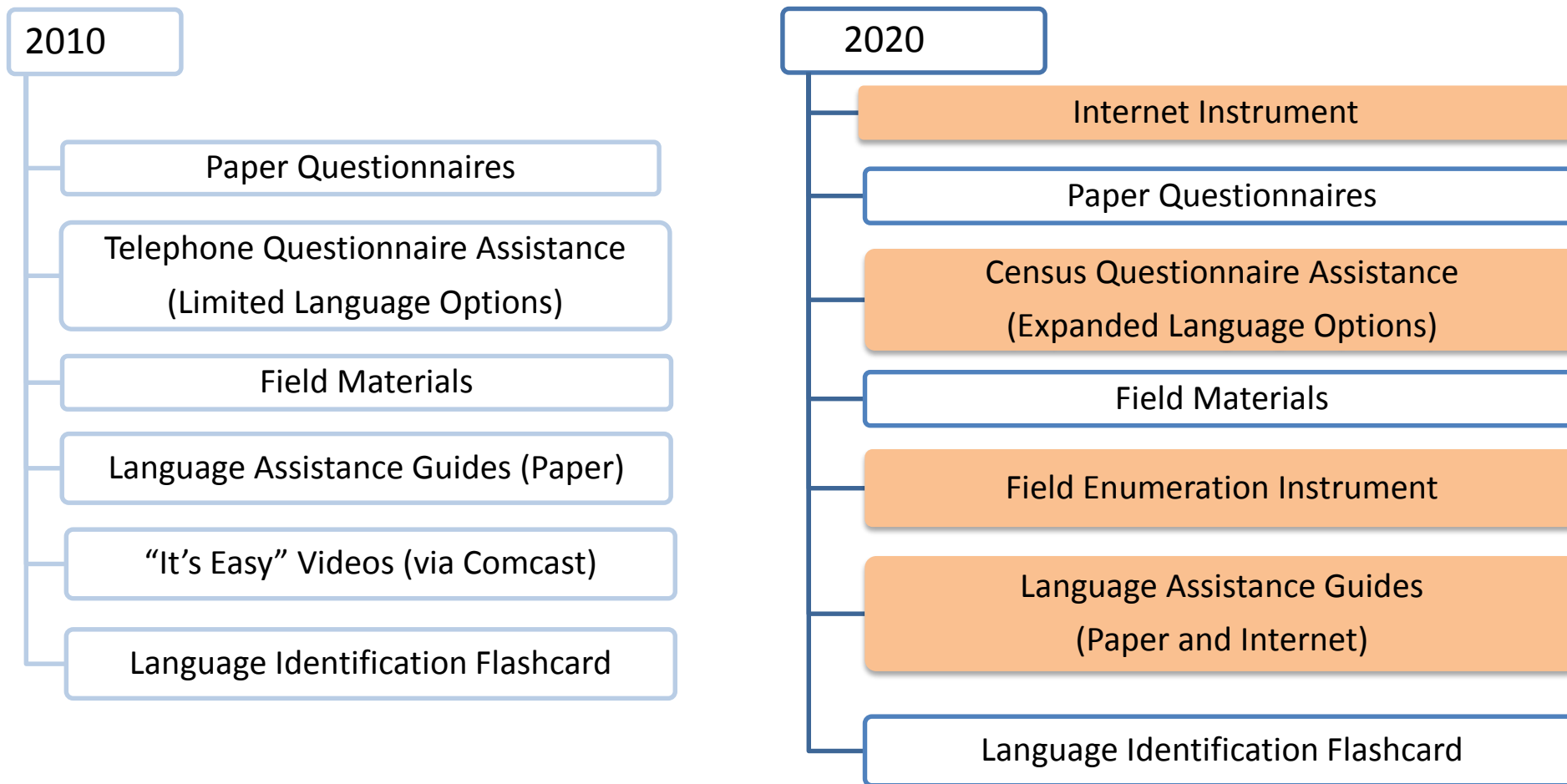
# Innovations for 2020

## TM: Search for Terminology (Example)

No Fear Act,Generic FLD Training Your Role as Enumerator,Generic FLD Training Interview Skills,Generic FLD Training Census Overview - Concordance Search				
respondent	Search Source			
If a <b>respondent</b> does not want to be interviewed, you should:	100%	Si un encuestado no quiere ser entrevistado usted debe:	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign Quality 92
If a <b>respondent</b> is not home, you should leave a Notice of Visit somewhere where it cannot be seen from the street.	100%	Si un encuestado no está en casa, debe dejarle un Aviso de Visita en un lugar que no se vea desde la calle.	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign Quality 92
You are most likely to be scheduled to work during the hours when most <b>respondents</b> are home: during the weekends or during the afternoons and evenings on week days.	100%	• Es más probable que se programe que trabaje durante las horas cuando la mayoría de los encuestados están en la casa: durante los fines de semana o durante las tardes y las noches de los días de semana.	TC	
Never violate a <b>respondent</b> 's privacy by peeking in a window or over a fence.	100%	Nunca viole la privacidad de un encuestado asomándose por una ventana o sobre una cerca.	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign Quality 90
You can always ask a <b>respondent</b> to spell a name if you are unsure.	100%	Siempre le puede pedir al encuestado que deletree un nombre si no está seguro.	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign Quality 90
A better idea would be to have the <b>respondent</b> spell the name for you.	100%	Una mejor idea es hacer que el encuestado le deletree el nombre.	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign Quality 92
Reading the questions louder is disrespectful, as there is likely nothing wrong with the <b>respondent</b> 's hearing.	100%	Leer la pregunta en tono más alto podría ser irrespetuoso, ya que posiblemente no haya nada malo con la audición del encuestado.	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign Quality 90
You are in the middle of an interview with a <b>respondent</b> .	100%	Está en medio de una entrevista con el encuestado.	TC	SourceFile FLD Training Your Role as Enumerator Eng_YourRoleasEnumeratorEspsdalign TargetFile
Generic FLD Training Your Role as Enumerator				
2/15/2017 9:18:02 AM BOC\toled004				
No Fear Act,Generic FLD Training Your Role as Enumerator,Generic FLD Training Interview Skills,Gener... No Fear Act,Generic FLD Training Your Role as Enumerator,Generic FLD Training Interview Skills,Gener... Comments TQAs (0) Messages				

# 2020 Census Language Program

## Then and Now: Planned Changes for 2020



# Examples of Instruments/Materials Planned for 2020

## Internet Self-Response: Non-English Response Options


Example: 2016 Census Test non-English internet questionnaire



# Examples of Instruments/Materials Planned for 2020

## Census Questionnaire Assistance

- Conduct telephone interviews in non-English languages
- Provide general information and answers to questions about the 2020 Census and instructions on completing the the questionnaires
- Available in the same number of languages as the Internet instrument



**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

For help completing your 2017 Census Test questionnaire, call toll-free 1-844-330-2020.

Para recibir ayuda para completar su cuestionario de la Prueba del Censo del 2017, llame sin costo al número 1-844-468-2020.


如果您需要协助填写2017年人口普查测试问卷，请拨打免费电话 1-844-391-2020 (普通话)，1-844-398-2020 (粤语)。

2017년 인구 센서스 시범 조사에 도움이 필요하시면, 무료 번호 1-844-392-2020으로 전화해 주십시오.

Để được trợ giúp hoàn thành phiếu câu hỏi Điều tra Dân số Thử nghiệm năm 2017 của quý vị, hãy gọi đến đường dây miễn phí theo số 1-844-461-2020.

За помощь в заполнении вашей анкеты тестирования переписи 2017 года, позвоните бесплатно на 1-844-417-2020.

للحصول على مساعدة في إكمال استقصاء الإحصاء التجريبي لعام 2017، اتصل برقم الهاتف المجاني 1-844-416-2020.

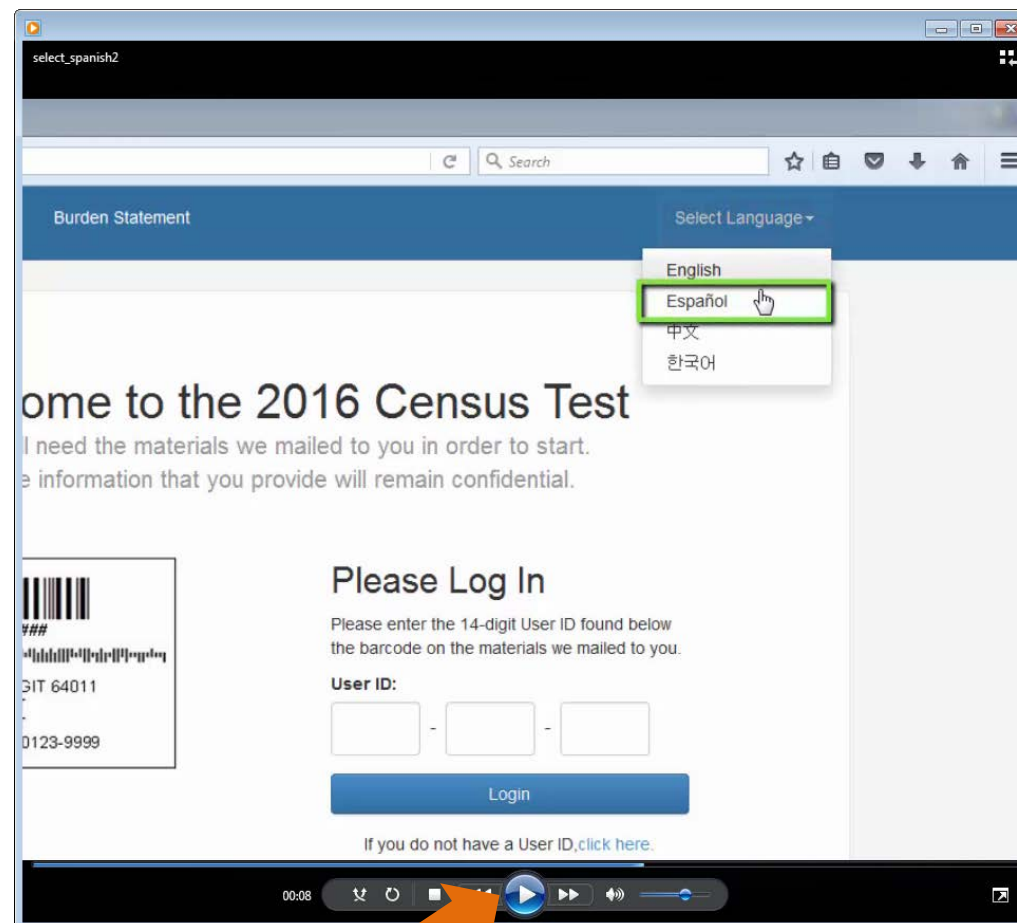


Example: 2017 Census Test Census Questionnaire Assistance Insert

# Examples of Instruments/Materials Planned for 2020

## Video Language Assistance Guides

- Assist non-English speaking respondents on filling out the Internet questionnaire
- Examples of video content:
  - What are the questions and why
  - Why participation is important
  - How to select the language
  - How to log in
  - How to navigate
  - How to submit
- Available via the internet
- Also used during partnership and communications events



Conceptual Example of Video Language Assistance Guide

# Examples of Instruments/Materials Planned for 2020

## Paper Language Assistance Guides

- Assist non-English speaking respondents who prefer the paper questionnaires or do not have easy access to the Internet
- Show English questionnaire
  - Highlight English text
  - Provide translated text with highlighted English text
- Printed copies available for partnership and communications

# Reference

## Issued

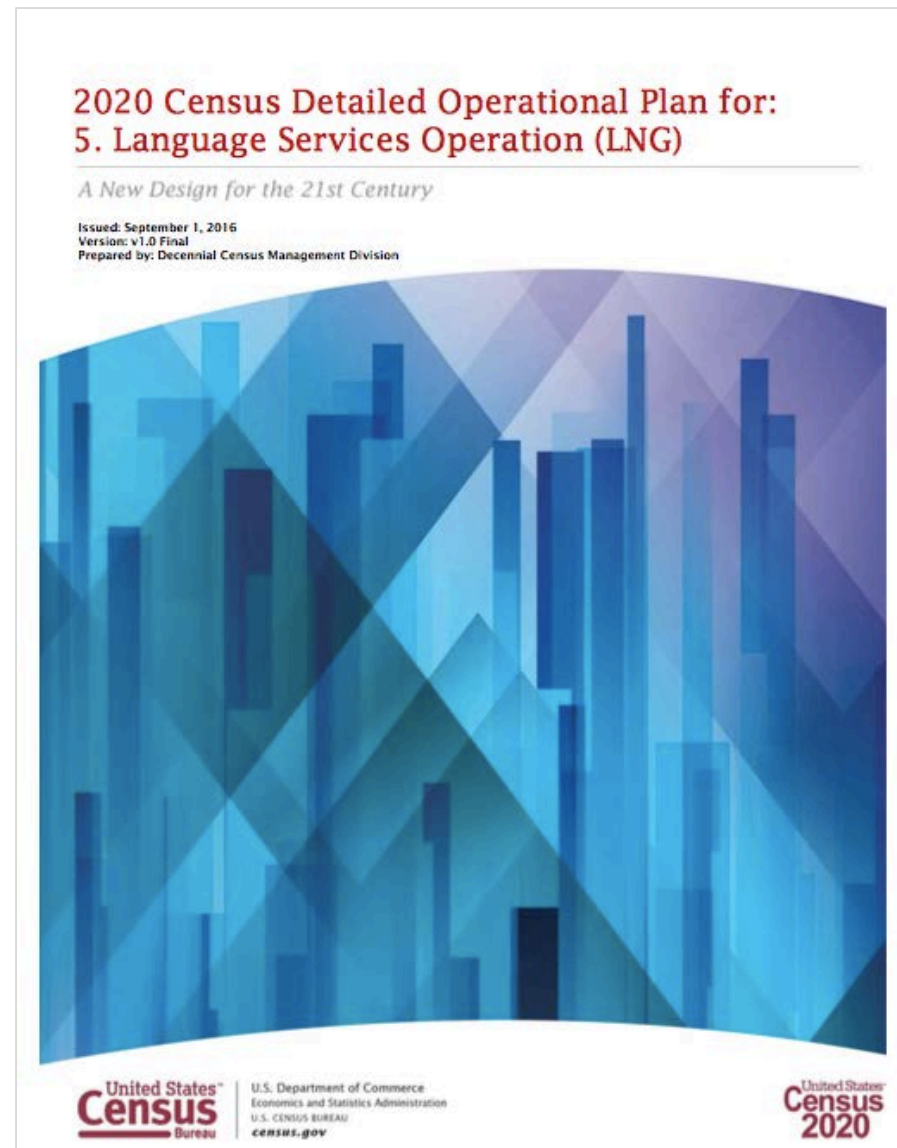
### 2020 Census Language Services Detailed Operational Plan

- Purpose and processes for language services operation
- Available online

## Forthcoming

### 2020 Census Language Support Plan

- Final list of languages to support the 2020 Census
- Level of support for each language
- To be issued later this year



Questions?

# Partnership with United States Postal Service

**Greg Hanks**

Geography Division



# United States Postal Service and Census Bureau Partnership

## Overview

1. The Partnership
2. Ongoing Activities
3. 2018 End-to-End Census Test Activities

# United States Postal Service and Census Bureau Partnership

## Collaborative Value in a USPS-Census Bureau Partnership

*The Census Bureau and the United States Postal Service (USPS) partnership incorporates focus areas from each agency to ensure that collaborative value is achieved.*

### USPS FOCUS AREAS

- Delivering world class customer experience
- Equip, empower, and engage employees
- Innovate faster to deliver value
- Invest in future platforms



### CENSUS BUREAU FOCUS AREAS

- Re-engineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Re-engineering Field Operations



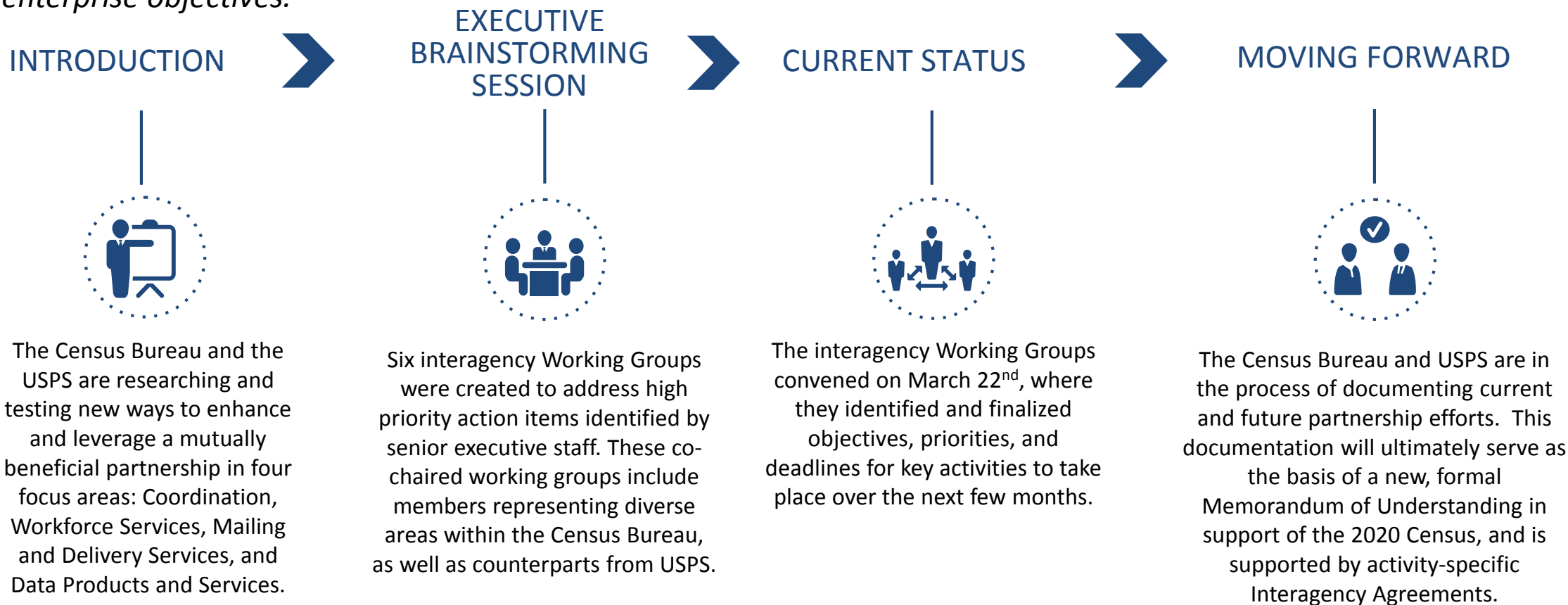
### COLLABORATIVE VALUE

- Focus on collaboration in workforce services, mailing and delivery services, and data products and services:
  - Partnership on mailing allows USPS to deliver world class customer experience; helps the Census Bureau re-engineer field operations around UAAs.
  - Partnership on enumeration presents cost savings for the Census Bureau and a potential opportunity for USPS.
  - Partnership on data products and services enables USPS to innovate faster to deliver value and assists the Census Bureau in optimizing self-response.

# United States Postal Service and Census Bureau Partnership

## Partnership Background

*The Census Bureau and the USPS have an active and longstanding partnership that is expanding to encompass enterprise objectives.*



# United States Postal Service and Census Bureau Partnership

## Partnership Approach

*USPS-Census Bureau areas of cooperation are organized into the categories included in the diagram below.*



**MAILING AND DELIVERY SERVICES:** Continuously improving the current approach and processes for mailing services (e.g. Print contract verbiage, mail flow schedule, holiday mailer)



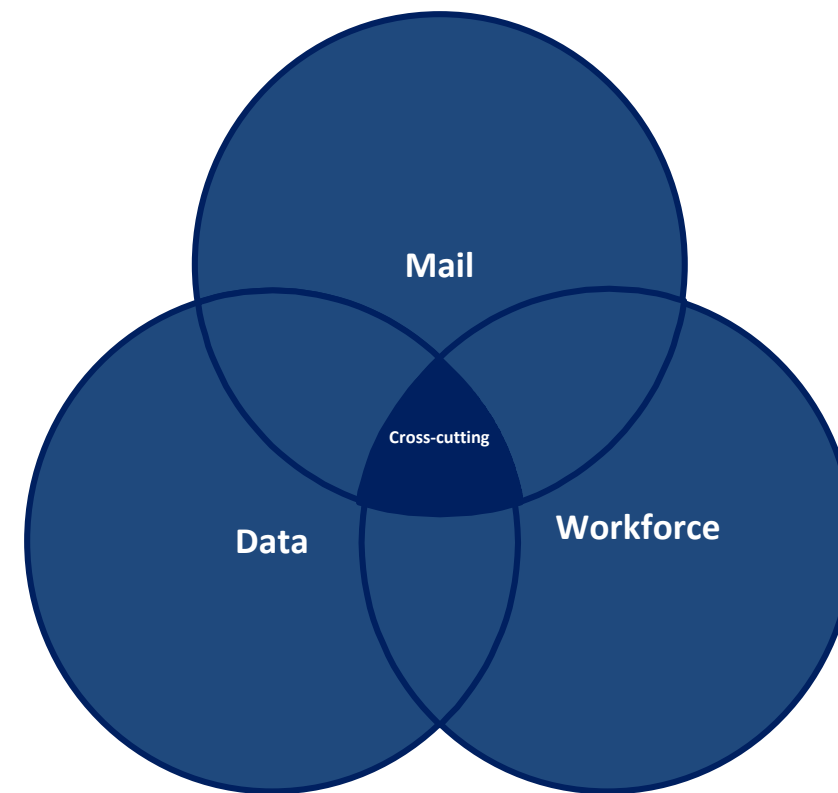
**DATA PRODUCTS AND SERVICES:** Data that the partnership utilizes and shares



**WORKFORCE SERVICES:** Exploring all possibilities for using shared labor to create innovative models and solutions by utilizing new resources



**CROSS-CUTTING:** Initiatives supporting the working group structure and the development of a long term governance model, mapping partnership processes, and capturing institutional knowledge



# United States Postal Service and Census Bureau Partnership

## Ongoing Activities

*USPS-Census Bureau are cooperating on ongoing activities in each of the enterprise areas.*

### MAIL

- Exploring the use of “Every Door Direct Mail” to deliver postcards announcing our recruiting campaign and Internet Response option
- Track disposition of paper questionnaires in the mail stream by using postal tracing

### DATA

- Update the Master Address File with new addresses from the Delivery Sequence File
- Utilize the “Undeliverable as Addressed” data for the 2018 End-to-End Census Test to remove cases from Nonresponse Followup
- Use of carrier route data to improve address geocoding in the Master Address File

### WORKFORCE

- Collaborate on hiring temporary Census Bureau field workers for the 2018 End-to-End Census Test; utilizes established USPS process for Onboarding
- Pilot testing the use of Postal Carriers as Enumerators

# United States Postal Service and Census Bureau Partnership

## 2018 End-to-End Census Test Activities



### Enumeration Pilot

A pilot would test the use of postal carriers as enumerators as part of Nonresponse Followup.



### Community Engagement

A marketing and outreach campaign could place signage, flyers, and other materials in Post Offices to encourage response.



### Interactive Kiosk

Interactive kiosks could be enabled in Post Offices to allow customers to fill out their Census questionnaire.



### Informed Delivery

A subscription service where customers receive a preview of their mail via email; allows for interaction with some mail content via barcode or similar technology



### Onboarding

Collecting application materials and fingerprints for temporary field staff.

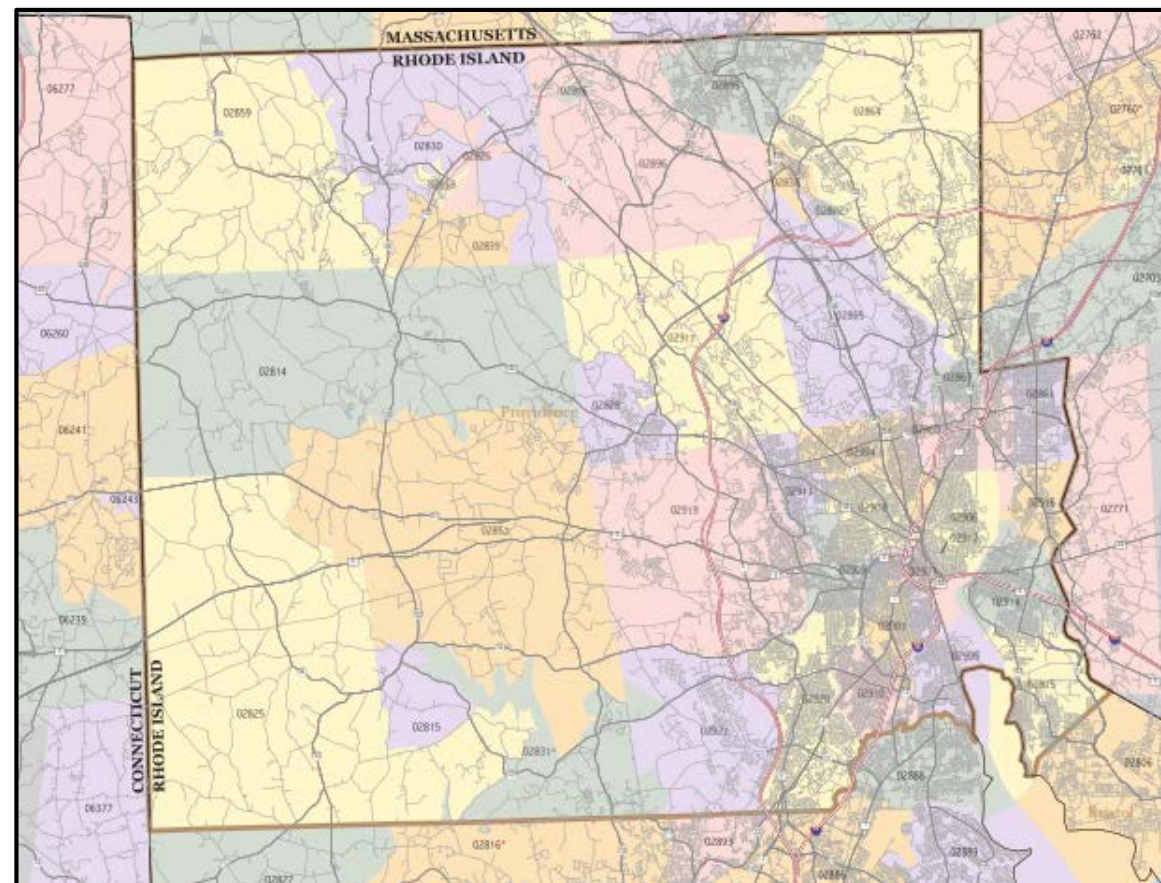


# United States Postal Service and Census Bureau Partnership

## Feasibility Study: Use of Postal Carriers as Enumerators

**Rationale:** USPS maintains a permanent, well-trained, and experienced labor force that has gained public trust and detailed knowledge of the addressing and residential patterns in communities they serve.

**Preliminary Goal:** To test the feasibility and use of a small number of Postal Carriers as enumerators during NRFU in two ZIP Codes adjacent to – but outside of – the 2018 End-to-End Census Test site in Providence, RI.



Potential ZIP Codes for Pilot

Questions?